

### ABSTRACT

A method and a system for providing multimedia on demand in a near multimedia on demand environment. Beginning segments for each of a set of multimedia presentations which are broadcast at a periodic interval are pre-recorded onto subscriber multimedia systems. Each of the beginning segments are at least as long as the periodic interval. Responsive to a user request for performance of a selected one of the multimedia presentations, playback of a corresponding beginning segment is commenced, recording of a corresponding multimedia presentation for which broadcast has already begun is commenced, and playback is switched from the beginning segment to the recording of the broadcast presentation when the playback content of the beginning segment correlates with content in the recording of the broadcast presentation.